

Person Specification

JOB TITLE:	City Centre Manager	POST NO:	011256
GRADE:	13	DEPARTMENT:	Environment & Economy
HOURS	37		
DIVISION:	Growth & Regeneration	DIRECTOR:	Annette Joyce
DATE:	22 October 2018	COMPLETED BY:	Annette Joyce

ATTRIBUTES	ESSENTIAL CRITERIA	DESIRABLE CRITERIA
KNOWLEDGE	<p>Previous multi-functional operational experience – a thorough understanding and working knowledge of town centre management is required.</p> <p>Evidence of knowledge and experience of both public and private sector activities in town centres.</p> <p>An awareness and understanding of the key issues facing town and city centres, i.e. town centre management.</p> <p>Knowledge and experience of the dynamics affecting the retail industry and other business sectors that have an interest in Peterborough City Centre.</p> <p>An awareness of the dynamics of the tourism and leisure business sectors and how these interface with other town centre business sectors and the local community.</p>	
SKILLS & ABILITIES	<p>Innovative and creative self starter with the ability to manage a diverse workload.</p> <p>Self-motivated and good communication skills (written and oral).</p> <p>Ability to build and maintain strong working relationships with a diverse set of partners.</p> <p>Ability to effectively present a business case to key stakeholders for recommending changes.</p>	

EXPERIENCE	Experience of developing business networks and contacts. Previous management experience in a town/city centre management role.	
QUALIFICATIONS	Evidence of working with, and achieving service change in the business community and public agencies.	
PERSONAL CIRCUMSTANCES	Good communications skills at all levels, including networking and formal presentations. Some evening/weekend work may be required.	
EQUALITY	Candidates must demonstrate understanding of, acceptance and commitment to the principles underlying equal opportunities. (A & I)	
CUSTOMER CARE	Knowledge and understanding of effective customer care. (A & I)	

[At the end of each criteria the following codes are used to indicate how the criteria will be assessed:
(A) Application / Interview, (P) Presentation, (W) Written Test.]

AREAS OF RESPONSIBILITY	REQUIREMENTS	MEASUREMENT				
		P	A	T	I	D
Town Centre Management	Understanding and working knowledge of Town Centre Management			✓	✓	
	Experience of writing marketing and business plans			✓	✓	
	Awareness of Town Centre Management aims and objectives			✓	✓	
Project Planning and review	Ability to plan and deliver projects			✓	✓	
	Ability to prepare briefs			✓	✓	
	Ability to set performance criteria		✓		✓	
Working with others	Experience of partnership and multi-agency working, including public/private sector working		✓		✓	
	Ability to negotiate and maintain good relations with others		✓		✓	
	Good communication skills			✓	✓	
Systems Management	Experience of setting up and managing systems		✓		✓	
	Ability to use and adapt a variety of		✓		✓	

	IT/office based applications					
Organisation	Ability to prioritise and remain focused		✓		✓	
	Ability to organise own workload with minimum of supervision		✓		✓	
	Ability to work with a diverse workload and undertake tasks of varying complexity		✓		✓	
Data Analysis	Ability to analyse and present data accurately			✓	✓	
	Attention to detail		✓		✓	
	Good literacy and numeracy skills			✓	✓	
Work to promote mutual respect and good relations	An understanding of, and a commitment to the importance of equality and of providing a service that not only reflects quality but also demonstrates equal opportunities to all customers.		✓		✓	
P – Pre-Application	A – Application	T – Test	I – Interview	D – Documentary Evidence		